Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	174	491
TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

*Special temporary authorization

**Includes off-air licenses

Rulemakings on the way
for VHF drop-ins, low-power TV

Broadcasting Sep 8

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

KSTP-TV's 10PM News share?

51%

*SOURCE: July 1980 Arbitron comparing metro 5 and 7 day averages. Subject to normal ratings qualifications.

**SOURCE: July 1980 Arbitron comparing ADI program audience averages. Subject to normal ratings qualifications.

A stunning 51% of the available audience in the Twin Cities at 10PM is watching ABC Affiliate, KSTP-TV's 10PM EYEWITNESS NEWS. That's more viewers than ALL THE OTHER STATIONS PUT TOGETHER, even the ones programming something other than news!*

And if you want to reach 18–49's, reach for KSTP-TV's EYEWITNESS NEWS again. Because early and late, more 18–49's watch Channel 5 than all the other stations PUT TOGETHER, even the ones programming something other than news!**

When you want to reach the Twin Cities, do what MOST people there do. Reach for KSTP-TV!

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The Week in Brief

TOP OF THE WEEK

MORE TV OUTLETS ☐ The FCC is expected this week to approve those four VHF drop-ins that have been waiting to drop for years and then go on with rulemakings to create low-power stations for minorities and noncommercial use. **PAGE 23.**

SHORT-TERM EXPECTATIONS ☐ Washington gets embroiled in election fever, but that doesn't mean the wheels of government have ground to a halt. There are busy agendas for all concerned. **PAGE 23.**

THE TV FORUM ☐ The debatable debates are still up in the air, but Reagan and Carter are having at each other in a more subtle fashion in television commercials. **PAGE 28.**

MAKING BUCKS FOR PUBLIC TV ☐ A special task force of PBS and its member stations elaborates on possible avenues for more revenues. Included is a three-way plan to realize money from satellite services and other program-related operations. **PAGE 30.**

PROGRAMING

IN DEFENSE OF PTAR ☐ SRA sings the praises of the prime-time access rule as it beseeches the FCC commissioners to disregard their staff's negative evaluation of the rule. **PAGE 34.**

THE PINCH ALREADY ON ☐ Pay programers, in affidavits supporting Justice Department action against Premiere, contend they already are having trouble getting product from film companies in the proposed joint venture with Getty Oil. **PAGE 36.**

TECHNOLOGY

NO SWEAT ☐ An NTIA study concludes that the transition to 9 khz channel spacing could be done quickly, without much expense and with little disruption to service. **PAGE 38.**

JOURNALISM

TV'S NEWEST SYNDICATOR ☐ News/Information Weekly Service is set up by Telepictures and United Software. **PAGE 43.**

BUSINESS

THE BOOM IN CABLE STOCKS ☐ Wall Street analysts believe buy-out possibilities have triggered market action and that the upward pressure has spilled over to stocks of equipment suppliers. There are warnings that start-up costs for new franchises could depress earnings in the short term, and that the rush for franchises could produce sticky local problems. **PAGE 44.**

SUMS IN THE SUN ☐ Money matters will again dominate the talk of broadcast financial managers at the BFM convention in San Diego next week. **PAGE 44.** Here's a complete rundown of the four-day agenda. **PAGE 46.**

LAW & REGULATION

RESUSCITATION ☐ The House Commerce Committee is trying to breathe life back into the Swift crossownership bill that earlier had been crushed under the weight of various amendments that committee members tried to tack on it. **PAGE 50.**

AFTER THE PARTY ☐ There are misgivings about AT&T's picking up the tab for an NTIA reception that capped a conference on minority women in commercial broadcasting and technology. **PAGE 50.**

CLOSING DOORS TO POLITICS ☐ Herman Talmadge introduces legislation that would exempt noncommercial stations from the reasonable-access provisions of Section 312 of the Communications Act. His action follows a Georgia primary incident in which an opponent got time on a state public TV network on the basis of the federal statute. **PAGE 52.**

D.C. BAR ALARMED ☐ Washington communications circles are upset about the possibility of an FCC move across the Potomac to Rosslyn, Va. **PAGE 53.**

PROFILE

CNN'S SCHONFELD ☐ When Ted Turner found Reese Schonfeld, his search for a man to set up his Cable News Network and serve as its president came to a sudden halt. It also marked the start of a new career tangent for a man who for 25 years has scrapped in the "Front Page" tradition for television news. **PAGE 77.**

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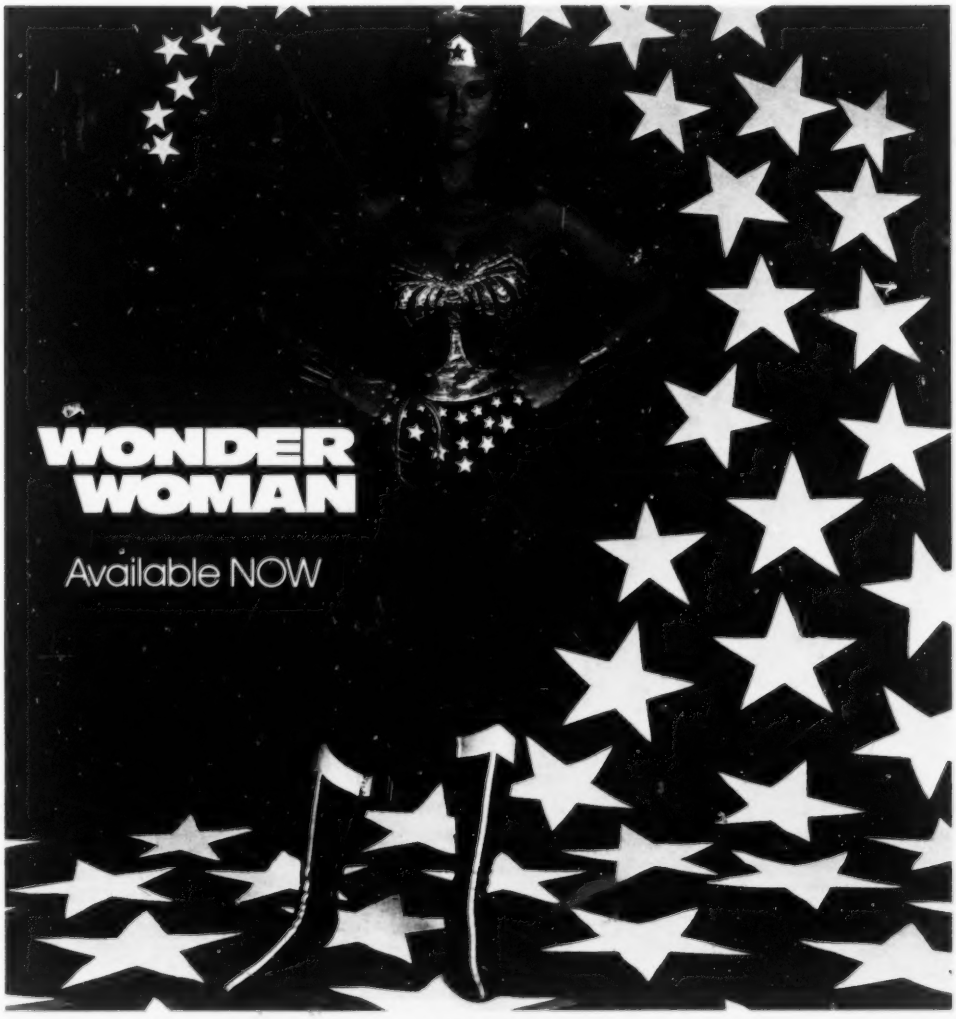
SEPT
15
1980

The sudden prospect of low-power TV
Special report on DBS □ "At Large" with Joe Charyk

Broadcasting Sep 15

The newsweekly of broadcasting and allied arts

Our 49th Year 1980



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The Week in Brief

TOP OF THE WEEK

HIGH HOPES FOR LOW POWER ☐ The FCC unanimously approves rulemaking looking toward creation of limited-range TV's, which would operate under far fewer rules than current full-service operations. **PAGE 29.**

DROPPING IN FOUR ☐ The commission also approves four specific VHF drop-ins, but once again delays consideration of drop-ins anywhere. **PAGE 32.**

RUNNING ON RECORD ☐ The White House showcases the advances made since institution of its minority ownership program. **PAGE 33.**

MISSING PERSON ☐ League of Women Voters officially invites Anderson, but Carter says he won't play in at least the first planned candidate debate. **PAGE 33.**

COUNTERMOVE ☐ Reagan forces fight back as Carter campaign attempts to force issue of independent-committee advertising. **PAGE 34.**

SPECIAL REPORT

DBS: LEVER FOR CHANGE ☐ After nearly two decades of research and development, direct broadcast satellites bid for a place in the telecommunications world. The main impetus is coming from Comsat. This special report offers insight to the background, status and prospects of DBS. It also presents the misgivings of opponents. **PAGE 36.** In an "At Large" interview, Comsat's Charyk says there has been overreaction from the broadcasting industry. He also fields questions on other aspects of the government-created private organization. **PAGE 56.**

IBC BY THE SEA ☐ Digital topics will dominate the agenda of eighth International Broadcast Convention this week in Brighton, England. **PAGE 66.** The IBC exhibitor lists begins on **PAGE 69.**

MEDIA

NRBA'S BIGGEST YET ☐ The radio association's convention three weeks from now in Los Angeles is already attracting record registrations and record exhibits. **PAGE 73.**

SILVERMAN'S MESSAGE ☐ The potential of the new home video technologies is downplayed by NBC's president in an address to the Hollywood Radio and Television Society. **PAGE 74.**

PROGRAMING

EMMY GETS STOOD UP ☐ The annual awards telecast is boycotted by strike-sympathizing actors and actresses and there is a sharp drop-off in the ratings. **PAGE 77.**

LAW & REGULATION

NAB BATS .500 ☐ The association wins a concession from the FCC on its plea for establishment of a government-advisory committee on radio allocations. However, it gets a turndown from the commission on a request for protection from "frivolous" petitions to deny. **PAGE 80.**

WHO'S AT THE WHEEL? ☐ The FCC is conducting an investigation of charges that five TV stations are illegally controlled by Mexican interests. **PAGE 81.**

JOURNALISM

INTERNATIONAL NEWS FREEDOM ☐ There is less apprehension about the MacBride report to the UNESCO conference in Yugoslavia this month. It follows M'Bow's indication that he would remain flexible, despite report recommendations that are counter to U.S. First Amendment traditions. **PAGE 85.** But AAAA president sees hidden traps in the UNESCO paper. **PAGE 86.**

BUSINESS

A TOUCH OF MAPLE LEAF ☐ Canadian Cablesystems' emergence as one of the largest MSO's is the prelude to the company's planned expansion in U.S. cable. Ted Rogers and his staff feel their expertise in wiring big cities will help in winning major-market franchises. **PAGE 87.**

PROFILE

BROADCASTING/CABLE SEER ☐ Combine a perceptive mind, a penchant for detail and a flair for expression and you have Ellen Berland Sachar. It is those attributes that have earned the Goldman Sachs & Co. senior security analyst respect in financial circles and on the Washington front. **PAGE 113.**

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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
Ampex Corp.	3 mo. 8/2	$119,636,000	+13.8	$5,425,000	-24.3	.47	$105,139,000	$7,166,000*	.63
Associated Communications	6 mo. 6/30	2,965,304	**	1,902,125	**	.80	1,506,153	89,179	.04
Cablecom-General	6 mo. 5/31	22,018,012	+30.1	2,508,729	+50.7	1.35	16,918,324	2,327,817	.91
Canadian Cablesystems	9 mo. 5/31	49,539,000	+69.0	10,303,000	+20.7	.60	29,321,000	8,535,000	.52
Comcast	6 mo. 6/30	12,060,000	+16.7	1,012,000	+32.1	.40	10,330,000	766,000	.30
Compact Video Systems	3 mo. 7/31	7,538,000	+25.3	510,000	+65.6	.20	6,014,000	308,000	.17
Doyle Dane Bernbach	6 mo. 6/30	71,595,000	+45.2	5,844,000	+27.1	2.23	49,313,000	4,598,000	1.73
Gulf United	6 mo. 6/30	324,962,000	+33.0	41,592,000	+45.7	1.49	244,300,000	28,552,000	1.08
Marvin Josephson	year 6/30	38,116,800	+1.2	3,616,100	-30.9	1.40	37,654,900	5,230,200	2.03
McGraw-Hill	6 mo. 6/30	441,775,000	+17.9	32,748,000	+10.6	1.32	374,473,000	29,600,000	1.19
Movielab	6 mo. 6/28	20,080,000	+25.1	1,175,103	+32.5	.72	16,046,262	886,993	.55
Ogilvy & Mather	6 mo. 6/30	124,521,000	+24.3	6,848,000	+29.6	1.65	100,217,000	5,285,000	1.30
Outlet Co.	6 mo. 7/31	138,959,000	+5.8	-3,300,000		-1.47	131,309,000	-457,000	-.35
Rollins	year 6/30	400,385,803	+15.7	35,275,732	+18.6	2.61	346,053,234	29,732,729	2.22
RSC Industries	6 mo. 6/30	4,980,000	+2.2	496,000	+11.0	.21	4,873,000	447,000	.19
Tele-Communications Inc.	6 mo. 6/30	57,593,000	+37.2	2,772,000		.12	41,985,000	19,538,000***	.90
Telepictures Corp.	3 mo. 6/30	2,710,700	-12.6	344,500	-48.3	.14	3,101,500	666,800	.33
Teleprompter	6 mo. 6/30	91,311,000	+15.2	12,263,000		.72	79,271,000	2,024,000****	.11
Westinghouse Electric	6 mo. 6/30	4,174,649,000	+10.9	204,572,000		2.40	3,763,294,000	4,166,000*****	.05
Wrather Corp.	6 mo. 6/30	26,757,000	+10.4	-1,408,000	-110.0	-.61	24,238,000	14,000	.01

*Ampex first quarter last year included tax benefit carryforward of $2.7 million, or 23 cents a share.

**There is no six-month comparison with 1979 since Associated Communications did not commence until March 23, 1979.

***TCI's six-month earnings figure in 1979 included a consolidated subsidiary's gain on the sale of its Resorts International holdings.

****Teleprompter net income in 6-month period last year was affected by $9.4 million settlement of Leeds vs. Teleprompter suit.

*****Westinghouse Electric's year-earlier income include extraordinary loss of $174,128,000 in connection with uranium suits.

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